**Walmart Looking To Turn Salaried Employees Into Social Influencers**

Walmart launched a nascent Spotlight program aiming to turn employees into a fleet of in-house digital influencers. Spotlight sees employees giving behind-the-scenes glimpses at their lives at Walmart and also promoting various products and company initiatives on their personal social media accounts. Modern Retail reports that influencers in the program are gravitating to TikTok — a platform that Walmart has sought to take a stake in.

***Tubefilter 12.15.20***

<https://www.tubefilter.com/2020/12/15/walmart-to-turn-salaried-employees-into-social-influencers-spotlight/>